



ANNUAL REPORT

TO

**THE JEFFERSON COUNTY BOARD OF
SUPERVISORS**





2011-12 ANNUAL REPORT

August 13, 2012

Dear Jefferson County Board of Supervisors,

The Jefferson County Fair Park is pleased to present our 2011-12 Annual Report to the Jefferson County Board of Supervisors. This report provides some insight into the current operations and goals of the Fair Park as a special event facility and the Jefferson County Fair.

In 2011, 228 days of the year, we hosted an event. 76 4-H meetings, 25 Interdepartmental events and 162 paid event days were on our schedule. The Fair Park is a valuable resource for the citizens of Jefferson County for local events, fundraisers and as a regional meeting center. Events bring in valuable dollars to the County in the form of sales tax revenues and customers for local businesses. Our objective is to provide a first-rate facility at a reasonable cost, with excellent service to our tenants.

As I begin as the Director of the Fair Park, I look forward to expanding the rental dollar revenue and researching new areas to expand as well as prepare for the 161st annual Jefferson County Fair.

The Jefferson County Fair, having completed its 160th year, remains a showcase for youth and adults of the county and this region's agricultural heritage. We strive to provide quality entertainment at a good value that will assure continued growth of this event to benefit County residents and visitors.

Over the coming years, we anticipate further reduction in use of tax levy funds to support our Department. We will continue to work closely with the County Board, Fair Park Committee, Department Heads, Tenants, Civic Groups, Private Businesses, Educational and Non-Profit Organizations, and Private Citizens to find ways to expand our services to the community.

As we move forward, we will develop additional revenue streams from other markets and expand our existing markets. Also, we will continue to invest in maintenance and construction projects that further enhance our facility.

We invite you to contact us directly at any time to schedule a tour of the facility or to ask any questions you may have.

Respectfully Submitted,

David Diestler
Fair Park Director

<u>DATE</u>	<u>EVENT</u>
January 1 & 2	Cat Show
January 9th	Flea Market
January 16th	4-H Tack Sale
January 22nd	SnoCross Racing & Concert
January 29th	Medieval Re-enactment
January 30th	Flea Market
February 1st	Antique Auction
February 6th	Flea Market
February 11 - 13	Gun Show
February 20th	Flea Market
February 26th	Pet Swap
February 27th	Motorcycle Swap & Sale
March 1st	Antique Auction
March 6th	Flea Market
March 12 - 13	Badger Rabbit Show
	Jefferson Optimists Trivia Contest
March 19th	
March 20th	Ham Radio Festival
March 21st	Private
March 25 - 27	Home, Garden & Rec. Show
April 2nd	Fort Kennel Club Fun Match
April 3rd	Flea Market
April 5th	Antique Auction
April 9th	WI Pork Producers Auction
April 9th	Jefferson County Clean Sweep
April 9-10	Flemish Rabbit Show
April 9-10	Tri-County Rabbit Show
April 11th	DNR Spring Meeting
April 15 - 16	Midwest Holstein Show
April 15 - 17	Satin Rabbit Show
April 20 & 21	Land Conservation Tree Pick Up
April 23rd	Bigelow Auction Service
April 29 - May 1	Spring Car Show & Swap
May 3rd	Antique Auction
May 6 - 8	Dairyland Classic - Dog Show
May 7 & 8	Buckskin Horse Show
May 9th	4-H Dog Fun Match
May 14th	May Ball
May 14 - 15	Paint Horse Show
May 15th	Motorcycle Swap & Sale
May 20 - 21	Pinto Horse Show
May 21st	Dairy Breakfast
May 21 & 22	ALSA Llama Show
May 22nd	4-H Open Horse Show
May 27 - 30	SWBA Horse Show
May 30th	Antique Auction
June 3 - 5	Palomino Horse Show
June 4th	Kiwanis Take A Kid Fishing
June 11th	WI Spring Livestock Preview
June 11 - 12	Paint Horse Show
June 16 - 19	Quarter Horse Show
June 16 - 19	County Line Vans
June 20th	Brown Swiss Dairy Show
June 24 - 26	Buckskin Horse Show

<u>DATE</u>	<u>EVENT</u>
June 24th	Jefferson County Pork Chop Dinner
June 26th	Llama/Alpaca Fair Judging
June 27th	4-H Dog Fair Judging
July 1st	Pre Fair Judging - Open Class
July 2nd	Pre Fair Judging - Junior
July 2 & 3	Pinto Horse Show
July 3rd	City of Jefferson 4th Celebration
July 6th-10th	JEFFERSON COUNTY FAIR
July 16th	Motorcycle Swap
July 16 & 17	Buckskin Horse Show
July 22 - 23	Tomorrow's Hope Walk Fest
July 23 - 24	Paint Horse Show
July 30th	Wisconsin Walking Horse Show
August 2nd	Antique Auction
August 5 - 7	Arabian Horse Show
August 12 - 14	Palomino Horse Show
August 15th	Jefferson Rotary Brat Fry
August 18 - 21	Quarter Horse Show
August 20th	Ready Kids for School
August 27 - 28	Paint Horse Show
August 27th	Fort HealthCare Health Fair
September 2 - 4	Gun Show
September 2 - 4	High Fives Dog Flyball
September 3 & 4	Morab Horse Show
September 6th	Antique Auction
September 9 - 11	WI Sheep & Wool Festival
September 16-18	Gemuettlichkeit Days
September 17-18	Buckskin Horse Show
September 23-25	Fall Car Show & Swap
September 30th	WEPA - Meeting
October 1 & 2	Rock & Gem Show
October 1 & 2	WIHA District Show
October 4th	Antique Auction
October 8 & 9	WIHA District Show
October 8 & 9	Tri-County Rabbit Show
October 15th	Snowmobile Grass Drags/Swap
October 22 & 23	WIHA State Horse Show
October 22nd	Fall Home, Health Expo
October 23rd	Flea Market
October 29th	Rabies Clinic
November 1st	Antique Auction
November 8th	Taste of Home
November 9th	WE Energies Cookie Book Pick Up
November 13th	Flea Market
November 25-26	Watertown Pigeon Club Show
November 26th	Antique Auction
November 27th	Flea Market
December 3rd	Winter Wonderland
December 4th	Flea Market
December 9 - 11	Gun Show
December 18th	Flea Market
December 20th	Christmas Neighbors
December 31-Jan 1	Cat Show



Jefferson County Fair Park Mission Statement

“Jefferson County Fair Park provides a county owned facility for all citizens where young and old can gather to display their talents, accomplishments and celebrate their cultures; thereby promoting education, entertainment and economic growth in Jefferson County.”

The agricultural community, local organizations and citizens have supported the Fair Park for generations. In return this facility will reflect an image to honor their accomplishments and maintain the rural flavor evident throughout Jefferson County.

This recognized and respected facility plays an important role as a year round tourism generator benefiting businesses and citizens of Jefferson County. The County benefits from visitors throughout the Midwest from rental fees and County sales taxes.

The Jefferson County Fair Park is County Owned and Operated with the resolve to demonstrate pride in our facility by being available for a variety of events.

The Jefferson County Fair Park contributes greatly to youth education by showcasing the accomplishments and the identity of our community through the county fair.

2012 STAFFING- The Jefferson County Fair Park Department staff includes: David Diestler - Fair Park Director, Roger Kylmanen – Fair Park Supervisor, Gail Zastrow – Administrative Secretary, and Heather Meunier – Sponsorship/ Marketing Assistant. Plus, there are (4) 1,000 hour maintenance workers, 2 part-time Huber workers, two office assistants (seasonal) and 4 part-time seasonal workers. Additional staff and volunteers are recruited during fair week to provide the extra labor needed to make the event a success.

REGIONAL EVENTS- These shows bring in thousands of people from outside the area. Our events fill many of the area hotels and motels and create valuable business traffic for stores and restaurants generating sales tax dollars and producing jobs for Jefferson County.

FUNDRAISING EVENTS- The Fair Park offers a high quality, centrally located, venue at a reasonable cost. Many local charities raise dollars for their event here at the park. These charities depend on the Fair Park as the place for their biggest yearly fundraisers. The following charities utilized the Fair Park in 2011-12 for fundraising:

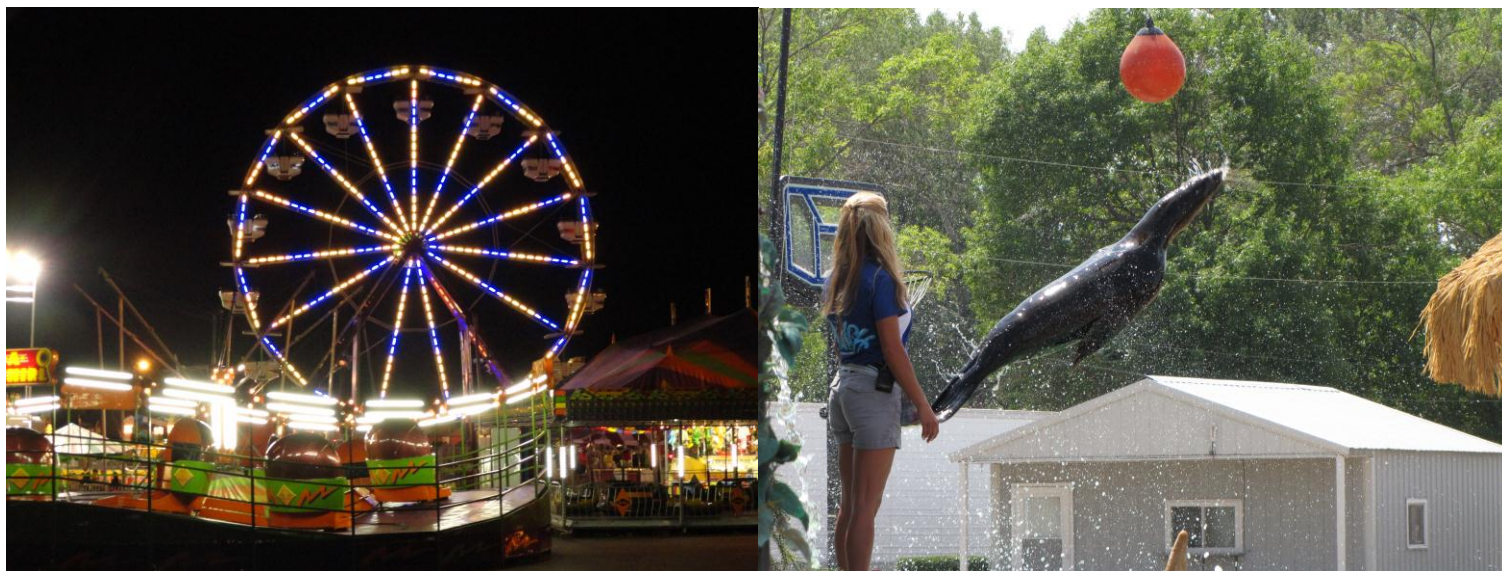
Jefferson Lions Club, Jefferson Rotary Club, Jefferson Chamber of Commerce, Jefferson Kiwanis, Fort Atkinson Wisconservation Club, Ready Kids for School, Christmas Neighbors, WI Pork Association, Jefferson County Snowmobile Alliance, and Tomorrow's Hope.

PAID TICKET EVENTS- Entertainment and lifestyle shows utilize the facility to host various shows for the general public. These events offer area residents quality entertainment close to home. For the second year, the Fair Park produced the annual SnoX Snocross Race held in January as a two day event, since several other races were cancelled due to a lack of snow. We rented a snow machine and did make our own snow and had the cold temperatures during the event.



INTERDEPARTMENTAL USE- Jefferson County Departments and 4-H utilize the Fair Park for meetings and events as needed. In 2012, County Departments that used the Fair Park included: The Sheriff's Department (and other regional law enforcement), UW Extension/4-H, Land and Water, Human Services, Zoning for Clean Sweep.

COMMUNITY EVENTS- The Fair Park serves as host for the following community events: Gemuetlichkeit Days, SnoX Snocross Race, Tomorrow's Hope, WalkFest and the Jefferson County Fair.



2012 JEFFERSON COUNTY FAIR

During the 2012 County Fair, the weather cooled to high 80's low 90's which provided some temperature relief from the previous week. The first rain in over 6 weeks arrived on Friday, July 13th, during the Dierks Bentley concert creating a festive like atmosphere. We set attendance records for the most fair-goers in one-day with almost 15,000 and the weekly record of nearly 46,500. The vendors seemed happy with the turnout and revenue produced from this year's fair and are looking forward to coming back next year. We even had our vendors recruiting merchants from other fairs to come to our fair next year!

COMMUNITY/ECONOMIC IMPACT OF THE FAIR

4-H projects culminate at the Fair each year. The Meat Animal Project auction was up over \$10,000 and a great success. The 2012 Fair was showplace for more than 8,595 exhibits from over 999 different exhibitors ranging from youth to senior citizens. A total of \$19,871.25 was paid out to exhibitors by the Fair in premiums in 2012.

Non-profit groups raised tens of thousands of dollars for their respective groups at the Fair by operating food booths or by furnishing labor to the Fair in return for a donation. The following groups raised money for their charities at the 2012 County Fair:

Jefferson County Agri-Business Club, Kiwanis, Jefferson Chamber of Commerce, Tomorrow's Hope (via Valero Renewables), Boy Scout Troop 147, 4C's FFA Alumni, Jefferson County Farm Bureau, Kettle Moraine Rough Riders, Whitewater Optimists, Fort Atkinson Lions Club, Jefferson Lions Club, Helenville Fire Department, Fort Atkinson FFA, Fort HealthCare Foundation, Johnson Creek Educational Foundation, Ixonia Lions, and The Rock Lake Troopers 4-H Club.

The following non-profits and agencies utilized the County Fair as an outreach to the community:

Jefferson County Departments, Calvary Baptist Church, Wisconsin Army National Guard, US Air Force, political parties, and the Jefferson County Antique Tractor Association.

More than 57 different businesses from throughout the area participated in sponsorships and 76 vendors rented display space at the 2012 County Fair.

OUR CHALLENGES- The Fair Park is utilized by a very diverse group of tenants. Many of our tenants rent our facility for a fundraiser for their Non-Profit Group, Animal Club or Association. While costs to maintain and operate a facility continue to go up, the price that these groups can afford to pay in rent and set-up costs are not keeping up. It is difficult to raise building rental fees and equipment rental fees without impacting these groups and potentially losing future events. We implemented a modest rental rate increases in 2011 after two years of consistent rates. The Fair Park Committee approves all rental rates and any new events.

OUR SUCCESSES - Corporate sponsorship revenue to continue to grow in the future. Multi-year agreements have all been renewed for 2012 include: Miller Beer, PremierBank, Fort HealthCare, Standard Process and Daybreak Foods. Current annual cash value of these agreements is \$72,000/year.

We were able to continue to reduce use of levy dollars significantly without major impact to our customers and tenants while maintaining and improving our facility.

OUR GOALS- Our Departmental goals are as follows:

- Continue to reduce use of levy funds for Fair Park.
- Increase revenues through corporate partnerships and additional revenue streams.
- Increase County Fair (6902) revenues through increased ticket sales, sponsorships and vendor partnerships.
- Reduce potential liability exposure through better contracts with tenants and vendors.
- Streamline job functions & work
- Continue to seek out additional quality events to host at the park.
- Maintain consistent rental policies and fee structures.

Fair Park Operations Tax Levy – ELEVEN Year History

8/01/12

YEAR	Fair Activities	Fair Week	Fair Total	Footnotes
2002 Actual			\$347,177	
2003 Actual			\$294,044	
2004 Actual			\$344,818	
2005 Actual			\$316,160	1
2006 Actual			\$315,661	
2007 Actual	\$164,848	\$55,856	\$220,704	2
2008 Actual	\$312,593	\$67,925	\$380,518	
2009 Actual	\$232,973	\$28,348	\$261,321	
2010 Actual	\$282,587	\$65,903	\$348,490	3
2011 Actual	\$196,760	\$3,396	\$270,485	4
2012 Budget	\$73,725	-\$3,577	\$70,148	

1. Excludes \$30,757 in Fire Recovery tax levy savings
2. Includes \$372 in Fair Week for Fair Expansion tax levy
3. Includes \$130,000 in Fair Activities for New Stalling and Storage Barn used for commercial exhibits at Fair and multiple other shows.
4. Excludes \$1,815 in the Fair Park Expansion/Donation Account (6906)